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**FIRSTRUST BANK ANNOUNCES WINNERS OF
“PHILLY’S BUSINESS FIRST AWARDS”**

***Grand Prize of \$10,000 Awarded to Frankel & Kershenbaum in West Conshohocken;
Firm to Donate Winnings to Autism Speaks***

CONSHOHOCKEN, PA - April 22, 2012 – Firsttrust Bank today announced the winners of its inaugural *Philly’s Business First Awards* which was created to shine a spotlight on local businesses making a positive difference in the community as nominated and voted on by the public. The contest, which garnered more than 4,500 votes from the public, was very competitive, with approximately 400 area businesses nominated with the hope of being recognized for their exemplary business values. The grand prize winner receives \$10,000 and additional prizes of \$2,000 and \$1,000 will be awarded to nine other winners.

“The nominations we received exceeded our expectations,” said Richard J. Green, CEO and Vice Chairman of Firsttrust Bank. “The commitment of all the nominees toward community service, honesty and customer service, among many other values, is truly remarkable. This contest further illustrates that small businesses are not only the backbone of the region’s business economy, but are also its community support engine. It is an honor for Firsttrust to recognize them and support their continued success.”

This year’s grand prize winner was Frankel & Kershenbaum, a local law firm committed to serving the legal needs of children and their families in Pennsylvania and New Jersey. The firm was recognized for its positive work place environment, its personable staff and its significant community support. In the spirit of community support, Frankel & Kershenbaum will donate its \$10,000 prize to Autism Speaks, the world’s largest autism advocacy organization.

“We are pleased to announce that we will donate our \$10,000 prize to Autism Speaks, an incredible organization helping raise awareness about issues relating to Autism,” said Dave Frankel, Founding Partner of Frankel & Kershenbaum. “We know the money will be put to good use and help in their quest to make a difference in the lives of the many children and families confronting autism every day.”

“The fact that, without hesitation, Frankel & Kershenbaum decided to donate its prize money comes as no surprise,” said Mr. Green. “The firm was in large part recognized for its significant commitment to community service, and they now serve as an example to others in the business community about the importance of giving back.”

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The complete list of 2013 Philly's Business First Award winners include:

Grand Prize: \$10,000

Frankel & Kershenbaum

Runners Up: \$2,000

MetroKids Magazine: Located in Philadelphia, MetroKids Magazine was recognized for its positive workplace environment, family-ownership and accountability.

Spikes Trophies: The Philadelphia-based business was honored for its family ownership, honesty in business, and innovative ideas.

Honorable Mention: \$1,000

O'Neill's Market: Glenside, Pa

Total Skin and Body Wellness: Yardley, Pa

Yards Brewing Co., LLC: Philadelphia

Gray Consulting, Inc.: Philadelphia

World of Animals: Huntingdon Valley, Pa

Friendship Pharmacy: Philadelphia

Aquahab, L.P.: Philadelphia

About Firsttrust Bank

Founded in 1934 and currently in its third generation of family ownership, Firsttrust is a privately-held bank with assets of \$2.5 billion. Safe and Sound for more than 78 years, Firsttrust is a Small Business Administration (SBA) preferred lender, and provides both retail and commercial services through its 22 banking offices located in Bucks, Burlington, Chester, Lehigh, Montgomery and Philadelphia counties. Continuing to meet the needs of its customers, Firsttrust offers a wide variety of deposit products, consumer and business loan options, residential and commercial real estate mortgages and cash-management products. For more information, visit firsttrust.com or call 800-220-BANK. Member FDIC.

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